



The 2011-2016  
Nebraska Physical Activity and Nutrition State Plan



Funded and supported by



# OBJECTIVES

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1. Describe the scope and purpose of Nebraska's Physical Activity and Nutrition State Plan.
2. Describe opportunities for application.
3. Describe the Partners N Health website and customizability.
4. Demonstrate customization of an action plan on [www.partnersnhealth.org](http://www.partnersnhealth.org).

# A BRIEF HISTORY

- Initial State Plan released 2005
- NAFH Program convened statewide partners for revision
- Focused on policy and environmental change
- Uses evidence-based strategies
- Framed around CDC Priority Goals



# SIX PRIORITY GOALS

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## Increase

1. Breastfeeding initiation, duration, and exclusivity
2. Fruit and vegetable consumption
3. Physical activity

## Decrease

1. Consumption of high energy-dense foods
2. Consumption of sugar-sweetened beverages
3. Television viewing

# TWO COMPONENTS OF REVISED PLAN

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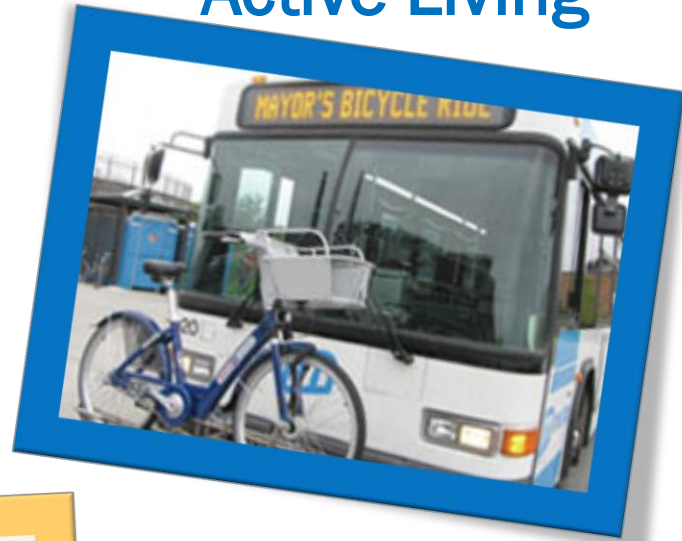
- Traditional written document (as a PDF)
- User-friendly interactive website

# STRATEGY AREAS

## Healthy Eating



## Active Living



## Breastfeeding



# STATE PLAN FOCUS: SETTINGS

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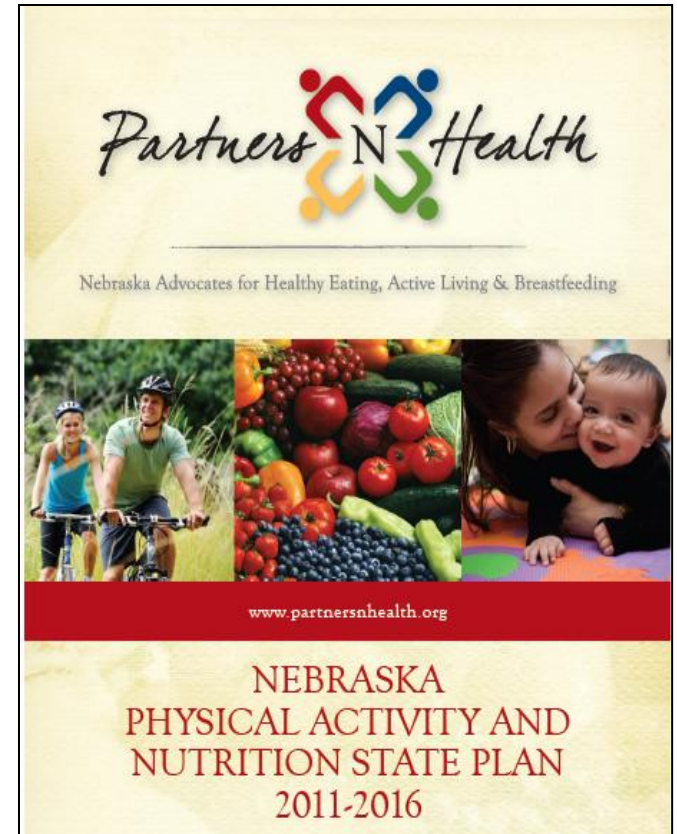
- Areas For Action:
  - Schools
  - Childcare
  - Communities
  - Worksites
  - Health Care





# OUTCOMES

- Short-term (1-5 years): Develop, enhance, and sustain environments and policies that support healthy eating, active living and breastfeeding.
- Intermediate (5-10 years): Increase the % of youth and adults in NE that meet healthy eating, active living and breastfeeding indicators.
- Long-term (10+ years): Decrease the prevalence of obesity & associated chronic diseases in NE.





# HEALTHY EATING

- Five strategic areas:
  - Three focus on schools and child care
    - Policies, curriculum-based activities and strategies, and access to healthier foods and beverages
  - One focuses on communities
  - One focuses on worksites



# ACTIVE LIVING

- Six strategic areas spanning several settings:
  - Two focus on schools and child care
  - Three focus on community
    - Enhancing transportation systems
    - Community planning/design
    - Parks and recreation
  - One focuses on activities in worksite and healthcare



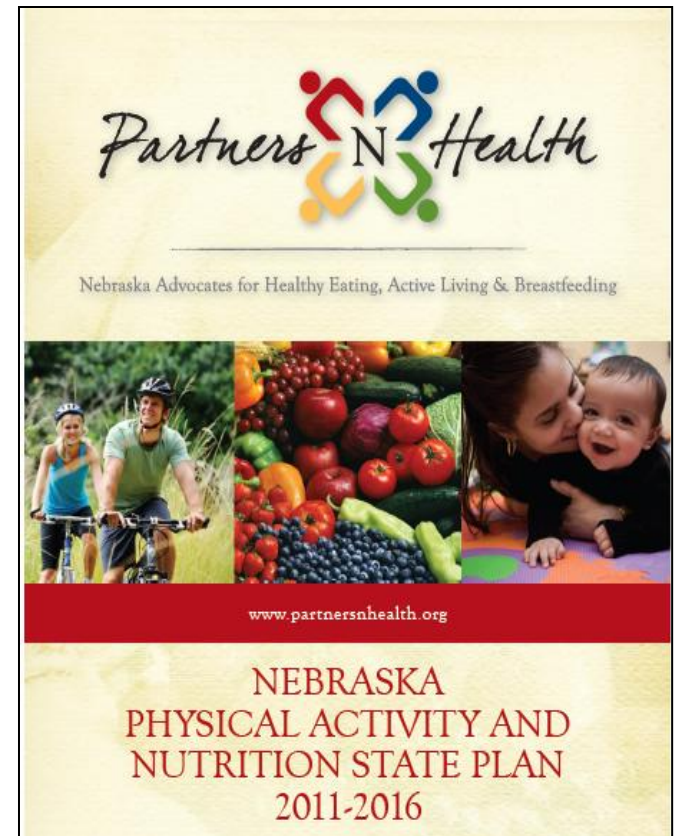
# BREASTFEEDING

- Four strategic areas:
  - Focus is on increasing and supporting breastfeeding:
    - In the workplace
    - With peer and professional support programs/providers
    - With hospital maternity care practices
    - With public acceptance



# WRITTEN PLAN HIGHLIGHTS

- Short-term (1-5 years): Increase the percentage of people living in Nebraska that engage in a recommended level of physical activity and consume healthy foods daily.
- Intermediate (5-10 years): Increase the percentage of people living in Nebraska that are at a healthy body weight.
- Long-term (10+ years): Decrease chronic disease in Nebraska.





Nebraska advocates for healthy eating, active living and breastfeeding

# WHAT IS PARTNERS N HEALTH?

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- A statewide partnership of advocates for healthy eating, active living, and breastfeeding
- Created by partners for partners
- Web-based, customizable, and interactive
- Connects partners to help implement change
- Focused on sustainable changes to help make the healthy choice the easy choice for Nebraskans.



# HOW CAN I USE IT?

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- Develop your own community action plan to implement **evidence-based strategies**
- A hub of **information** for statewide projects
- A way to **connect** with potential partners
- Sharing successes: **Tell us your success story!**



# SUCCESS STORY

## Kawasaki Employee Garden

- Lincoln
  - Sustainable employee gardening plots on company property
  - Increased physical activity and greater vegetable consumption



# SUCCESS STORY

## Elmwood Park Outdoor Gym

- Omaha
  - Outdoor fitness equipment
  - Handicap accessible
  - Incorporates fitness with the outdoors, making it no-cost and accessible



# SUCCESS STORY



Photo courtesy of Nebraska Breastfeeding Coalition

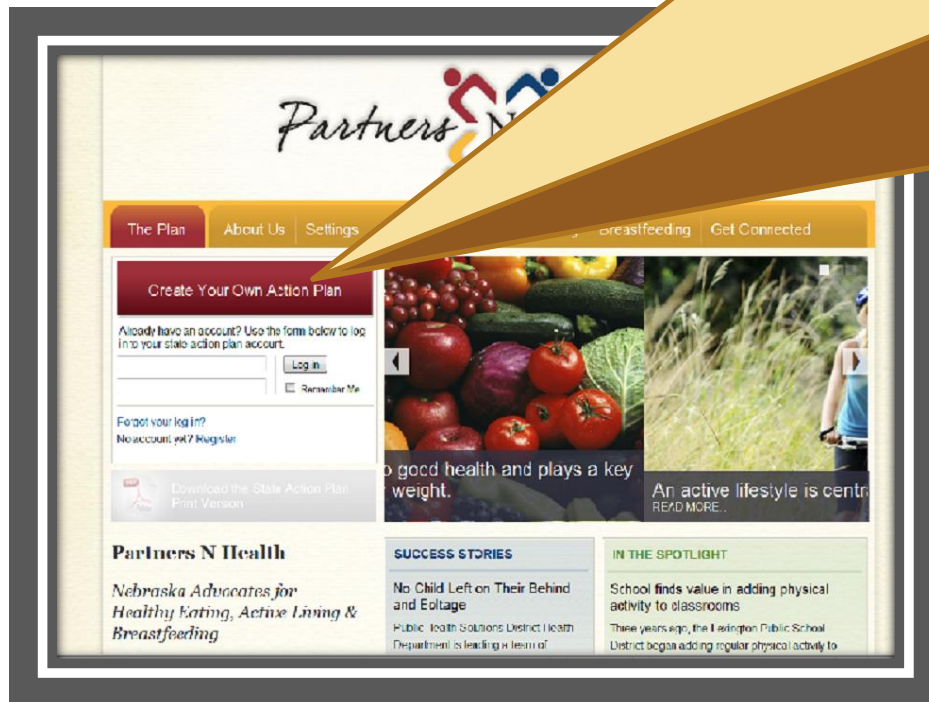
## Passage of LB197

- Lincoln
  - A coalition of breastfeeding supporters reached out to move legislation supportive of breastfeeding
  - The third bill of its kind introduced over the last 6 months



# USING PARTNERSNHEALTH.ORG

Create a New Action Plan



# GETTING THE WORD OUT

- *News from the Partnership* e-Newsletter
- Partners N Health website widget
- Success Stories
- Partner Highlights





# EVALUATING THE PLAN

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- Online Documentation Support System (ODSS)
- Developed collaboratively
- Quarterly documentation of statewide work relating to the State Plan



# JOIN THE PARTNERSHIP!

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- Make it Happen!
  - **Sign up** to receive the *News from the Partnership* monthly e-Newsletter
  - **Log on** to [www.partnersnhealth.org](http://www.partnersnhealth.org)
  - **Create** your own customized action plan
  - **Find** partners
  - **Share** your successes

# CONTACT

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Nebraska advocates for healthy eating, active living and breastfeeding

[www.partnersnhealth.org](http://www.partnersnhealth.org)